

Conference Organiser



Hosted by



RadioAsia 2017

Creating Radio with Passion: Looking into the World of Radio
RADIOASIA2017 CONFERENCE
26 – 28 April 2017,
Swissotel Le Concorde, Bangkok, Thailand

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Radio is here to stay despite competition. While new technologies have actually helped radio to develop further and deliver its products over multiple platforms, we believe that innovation in content is the key to the future of radio.

Across the region, the radio industry has matured and fresh investments are being made in radio broadcasting. Some broadcasters have already ventured into digital radio broadcasting and currently run regular radio services for city listeners and those in the countryside.

Radio broadcasters are creating content with audiences, not just pushing content out at them. Collaborative content is the key to the future, not just about the content we are making, but it is the content that we share that will drive us to the future. The partnership with audiences will help the radio broadcasting to be successful and enhance public trust.

Looking forward, radio will continue to enhance its presence in the multimedia space. RadioAsia2017 will explore the major aspects of the theme the 'Creating Radio with Passion: Looking into the World of Radio' and how these will add to the efficacy of the radio industry in the years to come.

RADIO MASTERCLASSES

Day 1: 26 April 2017 (Wednesday)	
Masterclass 1 0900 - 1030	Putting Passion in Production Facilitator: Beyond Broadcasting, UK The emotional connection with your audience is uniquely important when it comes to radio. How do you achieve it? One thing, for certain, is that for audiences to be passionate about your output you need to have passion in your teams, from top to bottom. This is how you get yourself heard above the noise of the multitude of digital channels, creating a connection on an emotional level and a real passion for your output. This workshop will unpick the elements that give 'passion' to your output, recognising that it cannot be an add-on but needs to run through the DNA of our stations. We will examine the steps and processes that have an impact on what we produce and explore how we can bring more passion to every level. The result? Output that builds stronger, deeper connections with our audience and makes them feel passionate about us.
1030 - 1100	Coffee Break
Masterclass 2 1100 - 1230	Write Well... Make Money: Secrets of success in Radio Sales and Copywriting Facilitators: <ul style="list-style-type: none">• Steve Ahern, Managing Director, Ahern Media & Training, Australia• David Sayers, Copywriting and Sales Expert This Masterclass will help to discover what the client really wants from their radio advertising and how to deliver it by writing great ad copy. Workshop will present 90 minutes of fast paced training you can use to increase your station's revenue.

RADIOASIA2017 CONFERENCE

Creating Radio with Passion: Looking into the World of Radio

CONFERENCE PROGRAMME

Day 1: 26 April 2017 (Wednesday)	
Opening 1400 - 1430	Emcee: Martin Corben, Radio Broadcast and Media Trainer Welcome Remarks: Ministerial Address:
Industry Session 1430 - 1530	Chair: Industry Keynote: Ms Joan Warner, CEO, Commercial Radio Australia and Vice-Chair World DMB Forum Invited Address: Radio Scenario in Thailand – Near Term Developments: Cl. Dr. Natee Sukonrat, Chairman, Broadcasting Commission & Vice Chairman NBTC
1530 - 1600	Coffee Break
Session 1 1600 - 1730	Creating the Future In the rapidly changing media landscape and diverse methods of media consumption, how to create the future of radio so that it can put itself in a pivotal position while staying strong and relevant? Listening is high and radio is increasingly using alternative platforms to reach audiences and develop its offer to stay relevant. This session will see leading radio professionals addressing where radio should be heading and how to ensure a bright future for radio. Chair: <ul style="list-style-type: none"> • Saving Lives during Disasters: Role of Radio in Wellness Messaging: Ms Miwa Araki, Producer, Radio Programme Center, NHK, Japan • 'Quo vadis? Radio: Charting the Future: Fayyaz Sheheryar, Director General, All India Radio, India • JS100 Radio / FM91 Trafficpro (TBC)
Day 2: 27 April 2017 (Thursday)	
Session 2 0900 - 1030	Beyond Radio: Programing with Passion Current radio is not just limited to programing in words and music. Modern radio stations do a lot more to create keen interest among audiences and to engage them closely. They also enhance their brand image. Holding of events with audiences is one such measure which is very common. This session will hear about the efforts and the ways radio stations have developed to further enhance the impact of radio among audiences and promote audience participation. Chair: <ul style="list-style-type: none"> • Passion for Youth Radio: Ms Kartini Binti Kamalul Ariffin, Director Radio iM4UFm Radio, Malaysia • Wilson Ching, Deputy Head of Community Involvement Broadcast Service RTHK, Hong Kong • FM91 Trafficpro / UTCC / Coolism (TBC) • Impact of Radio to Cultural and Socio-political scenarios in Philippines: Dr Edna Bernabe, Dean, College of Communication, Polytechnic University, Philippines
1030 - 1100	Coffee Break

Session 3 1100 - 1200	Radio Streaming and Podcasting: How are Broadcasters Making use of Internet Platforms Most radio broadcasters, including those in the Asia-Pacific, run parallel service through Internet streaming. This provides access to their live programmes to audiences on mobile devices (phones). This also extends the reach of the content to well beyond the broadcasting coverage, potentially to anywhere in the world. Many broadcasters make use of the Podcasts to supplement their Internet offerings. How are the radio broadcasters addressing these operations, both on the basis of content and on streaming. This session will receive information on how this has been practically accomplished by broadcasters. Chair: <ul style="list-style-type: none"> • New Paradigm in RRI: Streaming Services of Indonesia’s Public Broadcaster: RRI • Using Mobile Application 'KONG': Ms Cho Jung-hyun, KBS, Korea • Ms. Buraorn Chumcheun, Senior Producer, JS100 Radio, Thailand • David Sayers, Copywriting and Sales Expert
1200-1230	Kinderling Kids Radio: Conversation with: Evan Kaldor, MD, Kinderling Tim Ritchie, Head of Content, Kinderling
1230 - 1400	Lunch
Session 4 1400 - 1500	Radio Initiatives: How New Ideas were Implemented In this debate, presenters will expound on how they actually implemented new ideas in radio content programming and delivery. Chair: Barry Keohane, Managing Director, Top of Mind Media, Australia <ul style="list-style-type: none"> • Ms Shanthi Bhaghirathan, Group Director, MBC, Sri Lanka • MCOT • Radio in Schools-Trending and Mixing: Dr. Elizabeth S. Mendoza, Director, Courseline International Services, Philippines • True information: Positioning Radio as Social Media of First Choice: Mrs Dwi Hemuningsih, Board of Supervisory, RRI, Indonesia
Interactive Session 1500-1530	Radio Health check: Barry Keohane, When was the last time you gave your radio station a health check? Is it performing the way you want, or does it need a tune up? In this 30 minute session, award winning content specialist Barry Keohane presents 8 ways to improve the health of your radio station. From better time management, to air checking tips right through to getting the most out of your social media. This session will give you the tools to help energise your radio station, increase your audience and give your clients a better return on their investment.
1530-1600	Coffee Break
Session 5 1600-1730	Implementation of Technology Initiatives in Radio While new technologies for radio keep on evolving and developing, their implementation takes a good bit of effort. There are many stakeholders whose participation is essential for successful introduction of new technologies in radio broadcasting; in the studios, over the air and in Internet delivery. Presenters in this session will address these issues. Chair: <ul style="list-style-type: none"> • Listen to Good Things and Good Things Happen: Prinn Muensuksaeng, Managing Director, Coolism, Thailand • DRM
Day 3: 28 April 2017 (Friday)	

Session 6 0900 - 1000	Radio Summit This session will offer a high level debate in which top radio executives from Asian and European broadcasters will provide insight on current opportunities and challenges in radio broadcasting. They will also discuss how their organisations dealt with such issues successfully. Chair: <ul style="list-style-type: none"> • Community Radio (Nepal, Thailand, India, Australia) • Radio in developing communities: Louie Tabing, Anchor, "Sa Kaunlaran" ABS-CBN, DZMM, Philippines • Coolism / Radio Thailand (TBC)
1030 - 1100	Coffee Break
Session 7 1100-1230	Storytelling on Radio Radio is the "theatre of the mind" and story-telling is what the strength of radio is. This genre of radio content carries the listeners into a different world and environment without the use of visuals, leaving a lasting impact on them. It is perhaps the most powerful tool available to the radio content creator. Chair: <ul style="list-style-type: none"> • Japanese Beauty: Ms Mari Kitaizumi, Producer, NHK World Radio Japan, NHK • Wolfram Tech, BCI Group, Germany • Martin Corben, Australia • Atime Media, Thailand
1230-1400	Lunch
Session 8 1400-1530	Festivals in Europe and Asia: Promoting Culture Festivals have been the show-stoppers of radio broadcasting industry in Europe. In Asia, broadcasters are making rapid progress in this direction. Asian song shows are getting to the forefront. Experience gained in conducting and attracting huge audiences in both these regions will be shared at this session. Chair: <ul style="list-style-type: none"> • Creating and broadcasting culture: Romanian Experience: Ms Oltea Serban-Parau, Producer, Festival Radio Orchestras," Radio Romania • MCOT / Radio Thailand (TBC)
1530-1600	Coffee Break
1600	Closing
Conference Concludes	